



PATRIOTS! ATTENTION!

**Our Boys Can Win If You Help Save
FATS, SUGAR AND WHEAT!**

WOMEN! Patriots of the Home! Our Soldiers and our Allies can win if they have the *food*. And they can have the food if you will co-operate with your Government's Food Administration in saving Wheat, Meat, Sugar and Fats. We offer you our help.

We have issued a book of forty war-time recipes showing you how to mix the necessary amount of *wheat-flour* with war-time *wheat-saving* flours and alternatives for fats and sugar. It will be mailed free to every home on request. Send for it.

Our greatest output is wheat flour and we have a waiting market for all we can grind. So it is not necessary for us to advertise at this time to make sales. Yet we feel that it is a patriotic privilege to co-operate with the Food Administration by publishing this information about wheat saving, especially for those millions of friends who have always looked to Pillsbury for best flour and authoritative guidance in baking.

The Reason for Saving

Of all the grains, wheat can be shipped to Europe in best condition—and the people there know best how to use it. There are neither adequate facilities nor knowledge abroad for properly using corn.

Pork, lard and other fats should be largely replaced by vegetable-fat shortenings and oleomargarines. Syrups and natural sweets used instead of sugar. What proportions of these ingredients should be used with rye—with corn-meal—with graham flour? How should they be mixed? These questions are answered in the Pillsbury Recipe Book.

Some Wheat Flour Is Necessary

The Government does not ask us to stop eating wheat entirely. For, a certain proportion of wheat flour is essential with these war-time alternative flours. This is because most of the coarser flours are not strong in *gluten*.

Gluten is the element in wheat flour that gives expansion to the dough. It retains the gas generated by the yeast—sets the walls of the bread under heat—makes the baking light, porous and digestible. Gluten also is most nourishing—don't deprive children of it.

The Economy of a Strong Flour

In using corn-meal, rye, barley and other flours, a wheat flour rich in gluten gives best results. And because PILLSBURY'S BEST is a strong flour, with the right amount of gluten to best bind together the dough made from mixed flours, it makes the lightest, most evenly baked breads, gems, cakes, wafers, etc. A flour you can depend upon means freedom from "bad luck" and waste. So in every way, the best flour is the most economical. Order PILLSBURY'S BEST today. Sold wherever grocers handle good flour.

Mix Pillsbury's Best

With These War-Time Alternative Flours

Ask for These Dependable Flours
If your grocer hasn't them, he can get them for you

Pillsbury's Pure Rye Flour	Pillsbury's Rolled Oats
Pillsbury's Pure Graham Flour	Pillsbury's Corn-Meal
Pillsbury's Entire Wheat Flour	Pillsbury's Barley Flour
Pillsbury's Health Bran	



Send for This New Book

It explains the home-mixing of the war-time flours and various shortenings recommended by the Food Administration; tells what proportions to use and how to use them. We will mail this new book, "Pillsbury's 40 War-Time Recipes," free to any address on request.

PILLSBURY FLOUR MILLS CO.
MINNEAPOLIS, MINN.

